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Executive Secretary

28 Jun '88

Date

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Executive Registry

88-2504X



Career Planning and Placement  
1502 CEBA Building

LOUISIANA STATE UNIVERSITY AND AGRICULTURAL AND MECHANICAL COLLEGE  
BATON ROUGE · LOUISIANA · 70803-6403

504/388-2162

LSU CAREER DAY will be held Thursday, September 22, 1988 at 8:30 a.m. to 3:00 p.m. in the LSU Union Ballroom. The purpose of this program is to afford an opportunity to you to develop further awareness of your organization and for the students to become more informed about the work world. You'll be interested in knowing that LSU career days are well attended. Over 1500 students and 80 employers participated in the last career day.

LSU CAREER DAY is structured but informal. Employers are stationed at exhibit tables in the Union Ballroom and students walk around the room meeting with organization representatives.

LSU CAREER DAY will allow you to visit with students regarding your organization's opportunities for part time, summer, and/or permanent employment. We certainly hope that you or a representative from your organization will participate in the activities. Please complete and return the form by Friday, September 2, 1988.

LSU CAREER DAY is coordinated by the Career Planning and Placement Center which is a centralized operation for the entire university now serving all students in all majors. Please be sure to indicate all majors of interest below. We look forward to seeing you there!

\_\_\_\_\_(Please detach here)\_\_\_\_\_

Our organization will attend the LSU Career Day.

Contact Person \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Name(s) of Representative(s) \_\_\_\_\_

Nature of Organization \_\_\_\_\_

Majors of Interest \_\_\_\_\_

Will focus our contact with students on: (Check)

\_\_\_\_\_ Permanent Employment \_\_\_\_\_ Part Time/Summer Jobs

\_\_\_\_\_ Career Awareness Info. \_\_\_\_\_ Graduate School Info.

Display Needs: \_\_\_\_\_ Outlet \_\_\_\_\_ A/V \_\_\_\_\_ Other \_\_\_\_\_

Rental of Audio/Visual equipment will be billed.

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# LSU

# SPECTRUM

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## An Experience You Shouldn't Do Without

### Career Day Lets Students, Employers Meet Face To Face

by Glen Develle, student writer

Whether you're a graduating senior or not, attending Career Day at LSU is an experience those who have attended say you shouldn't do without.

Sponsored by several organizations, most notably the LSU Career Planning and Placement Center (CPPC), Career Day gives students the opportunity to visit and interview with potential employers.

Eighty-eight company recruiters, representing as many as 40 different major fields of study participated in the spring 1988 Career Day. Thirteen Fortune 500 companies were represented.

Terri McMahan of Metairie, a senior majoring in fashion merchandising, attended Career Day to find out what an employer like Dillard's department store expects from its buyers. "I've heard what a buyer does in some of my classes, my interview with Dillard's representatives gave me a view from the inside."

Though she will not graduate until December 1988, McMahan feels that attending Career Day now gives her an advantage over those students who do not. "I think that when you actually go through the interviewing, you learn that most of the companies are looking for the top-notch people. I think Career Day and other services the center offers give you a head start on learning interviewing techniques."

McMahan's attitude about attending Career Day is a common one. "Even if you don't get a job... you'll have some interviewing experience," she says.

Career Day is just one of many activities sponsored by LSU's CPPC, which has placed more than 40 per cent of those who have used their services into jobs contacted through the center.

"Many freshmen and sophomores aren't aware of what the CPPC could do for them, believing they won't be looking for a job for at least a couple of years," says Mary delaHoussaye, assistant director of the center. There are many services provided by the placement center that will help the underclassman, she says.

"In fact," delaHoussaye says, "the various career planning workshops are some of our most popular services offered—from how to register for the center's services, to resume and cover letter writing. We even have a workshop to determine if a student has chosen the right job."

The CPPC is also coordinating a cooperative education program, with businesses hiring students from the Colleges of Engineering, Business Administration, and Basic Sciences on a part-time basis in their chosen fields of study.

Another student who attended the recent Career Day is Derick Bond of Baton Rouge. A marketing major who's seeking to meet with employers who will give him an opportunity to use his management skills, Bond sees Career Day as one of CPPC's services to be used by students looking for jobs, as much as it is used by companies looking for college graduates.

"They get a chance to meet you eyeball to eyeball to see if you're the candidate they're looking for, if you fit their corporate image or not. There again, you get an opportunity to evaluate them as a company and see what they have to offer," he says.

Anthony Hobbs of New Orleans, a junior finance major, is interested in what opportunities there are in banking and insurance. "I want to see what the starting salaries are and what will be available to me once I do get into a company," Hobbs says.

The Career Planning and Placement Center is here to assist the students of LSU in all phases of the job search, from choosing a major field of study, learning proper interviewing techniques and writing resumes, to making that last interview appointment.

The LSU CPPC was formed in June 1985 as a result of an effort the University undertook to centralize all career placement and related services.

"The CPPC welcomes all students, LSU alumni, and the public to use our other services, such as counseling, on-campus interviewing, a job bank, job referrals, as well as Career Day," delaHoussaye says.

"Individual counseling appointments have become the most requested service the center performs. These appointments are further reinforced with computer exploration, video tapes, audio cassettes, resource books, and hand-outs," says delaHoussaye.